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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application for:

**PORTER**

Application No.: 09/517,874

Filed: March 2, 2000

For: EXCLUSIVE USE DISPLAY SURFACE  
AREAS AND PERSISTENTLY  
VISIBLE DISPLAY OF CONTENTS  
INCLUDING ADVERTISEMENTS

Examiner: Sax, Steven Paul

Art Group: 2174

Confirmation No. 5325

CERTIFICATE OF TRANSMISSION/MAILING

I hereby certify that this correspondence is being electronically transmitted to the USPTO or deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, PO Box 1450, Alexandria, VA 22313-1450 on this date October 23, 2006

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Commissioner for Patents  
PO Box 1450  
Alexandria, VA 22313-1450

**RESPONSE TO FINAL OFFICE ACTION**

To The Commissioner for Patents:

**INTRODUCTORY COMMENTS**

This paper is submitted in response to the final Office Action mailed August 22, 2006. The shortened period for response extends to November 22, 2006. Claims 1-34 remain pending in the application. Claims 30-34 have been withdrawn by the Applicant from consideration. Claims 1-29 have been rejected by the Examiner. Consideration of the above-captioned application in view of the comments to follow is respectfully requested.

**Listing of the claims** begins on page 2 of this paper.

**Remarks** begin on page 9 of this paper.